

ABSTRACT

A reason to get a better education quality may cause a migration of one person or a group to a new place. As we know that migration is an act of to go from one country, region, or place to another. However, society and language is mutually interconnected because language is a bridge for society to communicate or interact among each other. Therefore, when a new group of society moves into a new place and has an interaction with the locals, they will experiencing a new language in order to adopt. The problems in this research are to what extent does migration affect the language shift of Indonesian students in USM; to what extent does migration affect the language maintenance of Indonesian students in USM; and what factor(s) cause the language shift of Indonesian students in USM. Three main theories used are Language shift, Language maintenance, and Migration. Research Methodologies used in this research are regression and frequency. The regression method is a method in which the writer looks at the effect between dependent and independent variables. This research looks at the effect of migration on language shift and maintenance. The regression method used in this research is a simple linear regression with a quantitative approach. The frequency analysis method used to find the frequency of language shift factors. From the result of the SPSS output, the writer looks at the coefficient determination result which shows that migration is effecting language shift for 26.9% and effecting language maintenance for 19.9%. In the frequency analysis, the writer finds that besides migration, there are demographic, minority language, education, bilingual, and economic as factors contributing to language shift.

Keywords: *Migration, Language Shift, Language Maintenance*